



CLAYTON CENTURY FOUNDATION

enriching our community

Clayton Century Foundation Board of Directors Meeting Minutes

**Wednesday, April 29, 2015
Heritage Building, Courtroom
10 N. Brentwood
5:30 pm**

Attendees: Judy Goodman, JJ Flotken, Gary Krosch, Gary Feder, Steven Rosenblum, Bob Paster, Sally Cohn, Mike Zaccarello, Janet Horlacher, Cindy Rapponotti, Cheryl Verde, Elizabeth Robb, Cindy Berger, Michelle Harris, Richard Lintz

Absent: John McCormick, Linda Goldstein, Mont Levy, Ben Uchitelle, Sarah Melinger, Scot Boulton, David Anderson, Jill Fisher

Staff: Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator, Patty DeForrest – Director of Parks and Recreation

1. Call to Order

Judy Goodman called the meeting to order at 5:35 pm.

Judy reported on activities since the January meeting including a successful donor event – All That Glitters – on February 27. CCF will move forward with plans to host All That Glitters on Friday, February 26, 2016.

CCF has worked to develop a Manual of Procedures with plans to implement changes in January 2016.

Judy presented Resolution 15-01, the election of Michelle Harris to the Board of Directors. Judy thanked Michelle for her service as the liaison to the Board of Aldermen. Gary Feder moved to approve the resolution. Elizabeth Robb moved to approve by acclamation. Janet Horlacher seconded the motion. Resolution 15-01 was approved unanimously.

2. Review of January 28, 2015 Minutes

Gary Feder moved to approve the January minutes. Steven Rosenblum seconded. The minutes were approved as submitted.

3. Financial Report

Gary Krosch presented the March financials to the Board of Directors. Gary reported that CCF currently has about \$96,000 in unrestricted funds which is healthy. Gary also recommended that CCF should have at least \$50,000 on hand at all times. Following the presentation of the financial report, there was some discussion regarding an endowment component to all gifts as well as an investment strategy.

4. CCF Manual of Procedures

JJ noted that the board has reviewed a draft of the Manual of Procedures and the document has been revised many times. JJ read the revised Mission Statement and reviewed the manual with the Board of Directors.

Once adopted, CCF will update the Bylaws based on the approved Manual of Procedures and the manual will take effect in January 2016 to allow for transition.

Janet Horlacher raised questions about the point of entry for new projects without the defined sections or silos. It was noted that the Project Review Committee would be the place where projects are prioritized but it was also pointed out that most projects originate from the needs of the City. There are opportunities for members of the core initiatives to become active on committees.

Michelle feels that the message of the core initiatives of Arts, Parks, History and Sustainability should be emphasized.

Patty noted that on pages 13, under the Project Review Committee, a letter could be added regarding projects not originating internally.

Janet pointed out that the simpler an organization is, the better. It is important to have a clear front door.

Michelle then raised concerns about managing potential projects that are not on the City's approved list so as not to offend or turn away donors.

Steven Rosenblum recommended that the limit on the number of committee members be lifted. While the manual can say "no less than" it should not have caps on the maximum number.

Michelle questioned the conflict of interest policy and felt that it should spell out when one recuses oneself at a meeting due to conflict. Gary Feder will review

the conflict of interest policy and will make changes if needed when revising the bylaws.

Steven Rosenblum moved that the CCF Board of Directors approve Resolution 15-02 and adopt the Manual of Procedures as amended pending the revision of the CCF Bylaws. Sally Cohn seconded the motion. The motion was approved unanimously.

5. Development Report

Gary Feder is pleased to announce a \$4.5 million gift to CCF to fund the design and implementation of Chapman Plaza. CCF will also receive \$2.5 million to fund maintenance. There will be no financial burden on the City. With this announcement, the CCF Board of Directors gave Gary Feder and Mike Zaccarello a standing ovation for their hard work to make this gift a reality.

There will be opportunity for public outreach at 3 meetings in June; there will be one meeting in each ward.

Steven Rosenblum reported on the Generations Project and noted that CCF received a gift of \$100,000 from the Newman family to upgrade the Link area which is the grassy area at Mark Twain Circle. The project will be finished and dedicated this summer in either July or August. The Follman Plaza in Shaw Park will be dedicated in early June. CCF also has an active ask to another family for a project in Shaw Park. Steven also announced that the CCF Major Gifts committee had a new member, Colleen Waterman.

Steven also mentioned that there will be a major donor event on May 20th at the home of Mike Zaccarello. Invitations to the event have been distributed to the board. The history space project sheet is complete and Steven will be meeting with a potential donor. On May 20, the special guest speaker will be Dr. Fran Levine, the new Director of the History Museum. Dr. Levine will discuss why the Clayton Heritage Center is so important for our region.

JJ Flotken reported on the Annual Fund Committee. JJ commended the work of the special event committee that worked on All That Glitters including Carole Christie, Becky Patel, Jill Fisher, Sarah Melinger, and Judy Goodman. JJ also commended the work of staff – Sarah Umlauf and Brie Cella.

JJ reported that the mid-year mailer to the community would highlight the passion for the organization as seen in its individual members. The piece will highlight the work of Cheryl Verde and it will promote the Heritage Center.

CCF Sundays this Summer includes the CCF sponsored Food Truck Sundays in Shaw Park and Musical Nights in Oak Knoll Park. Cindy Rapponotti has provided her leadership to Musical Nights for many years but Annual Fund is

looking for new volunteers to assist with the events. All those interested are encouraged to contact JJ.

6. Special Reports

Judy called for special reports with regards to history and parks. Bob Paster reported that CCF History's focus remained with the Heritage Center and its popular Speaker Series.

Patty DeForrest reported that CCF has received an influx of benches. Patty noted that the price of benches will be raised to \$2,500. At this time, it is more important to push trees as tributes and memorials rather than benches. Board members asked if it would be possible to expand the bench program to other public areas of the City such as bus stops. Patty noted that this could be a possibility but still stressed the importance of replenishing our trees.

Michelle reported that the Public Art Advisory Committee (PAAC) is looking at updating the public art master plan.

7. New Business

There was no new business.

8. Next Meeting

The next meeting will be Wednesday, July 29, 2015 at 5:30pm at 10 S. Brentwood Boulevard.

9. Adjourn

The meeting was adjourned at 6:55 pm.